

# Kids Matter:

IMPROVING OUTCOMES FOR CHILDREN  
IN WASHINGTON STATE



*A framework* for building an early childhood system



# System Building Partners

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# Kids Matter Framework: A Tool to...

- Bring together people and organizations through common goals
- Reduce fragmentation of systems and services
- Provide policy guidance to decision-makers
- Contribute to strong programs, services, schools, and communities

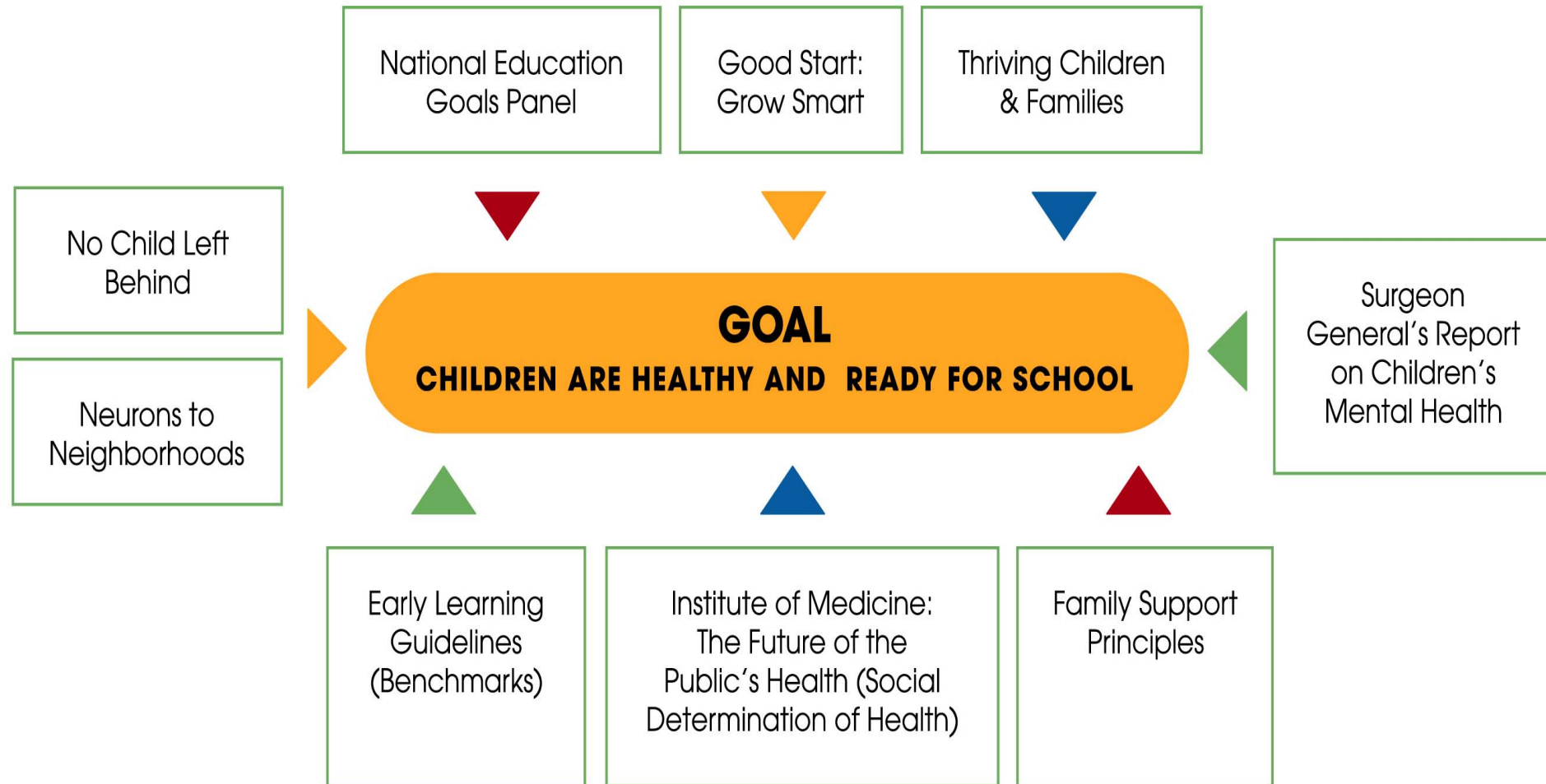
# Kids Matter was developed under the following tenets:

- Joint system building effort that used established plans from across the state and nation
- Cross-system state agency participation
- Participatory Process - community input from a broad constituency



# Kids Matter: Pillars of the Plan

## KIDS MATTER: PILLARS OF THE PLAN



# Kids Matter: Hallmarks

- Approaches early childhood systems as a collaborative effort
- Serves as an over-arching bridge for a comprehensive and integrated framework
- Defines common goals and outcomes
- Outlines specific strategies and partners
- Focuses on accountability and evaluation of progress

# Kids Matter



Kids Matter is a  
framework of  
prioritized  
*outcomes*



**ACCESS TO HEALTH INSURANCE  
AND MEDICAL HOMES**



**SOCIAL, EMOTIONAL,  
AND MENTAL HEALTH**



**PARENTING INFORMATION  
AND SUPPORT**



**EARLY CARE AND EDUCATION/  
CHILD CARE**



**Family Support approach, strategy, or  
outcome is integrated throughout**



# Kids Matter: Broad Outcomes

## **ACCESS TO HEALTH INSURANCE AND MEDICAL HOMES**



- Increased number and percentage of children who have medical insurance
- Increased understanding of the importance of comprehensive health care (including medical, dental, mental health & vision)
- Increased ability to recognize an emerging issue with their child's health or development and connect with appropriate services

# Kids Matter: Broad Outcomes

## **SOCIAL, EMOTIONAL, AND MENTAL HEALTH**



- Increased availability of appropriate and coordinated mental health services for children
- Improved understanding and practice of nurturing behaviors to promote children's optimal social-emotional development and mental health
- Increased number and percentage of children entering kindergarten with social-emotional skills<sup>10</sup>

# Kids Matter: Broad Outcomes

## **EARLY CARE AND EDUCATION/ CHILD CARE**



- Increased number and percentage of child care & preschool programs that are quality rated
- Increased systems' recognition of families role as the primary nurturer of their children
- The public sees early childhood education, health & school readiness as a major contributor of academic success and economic growth

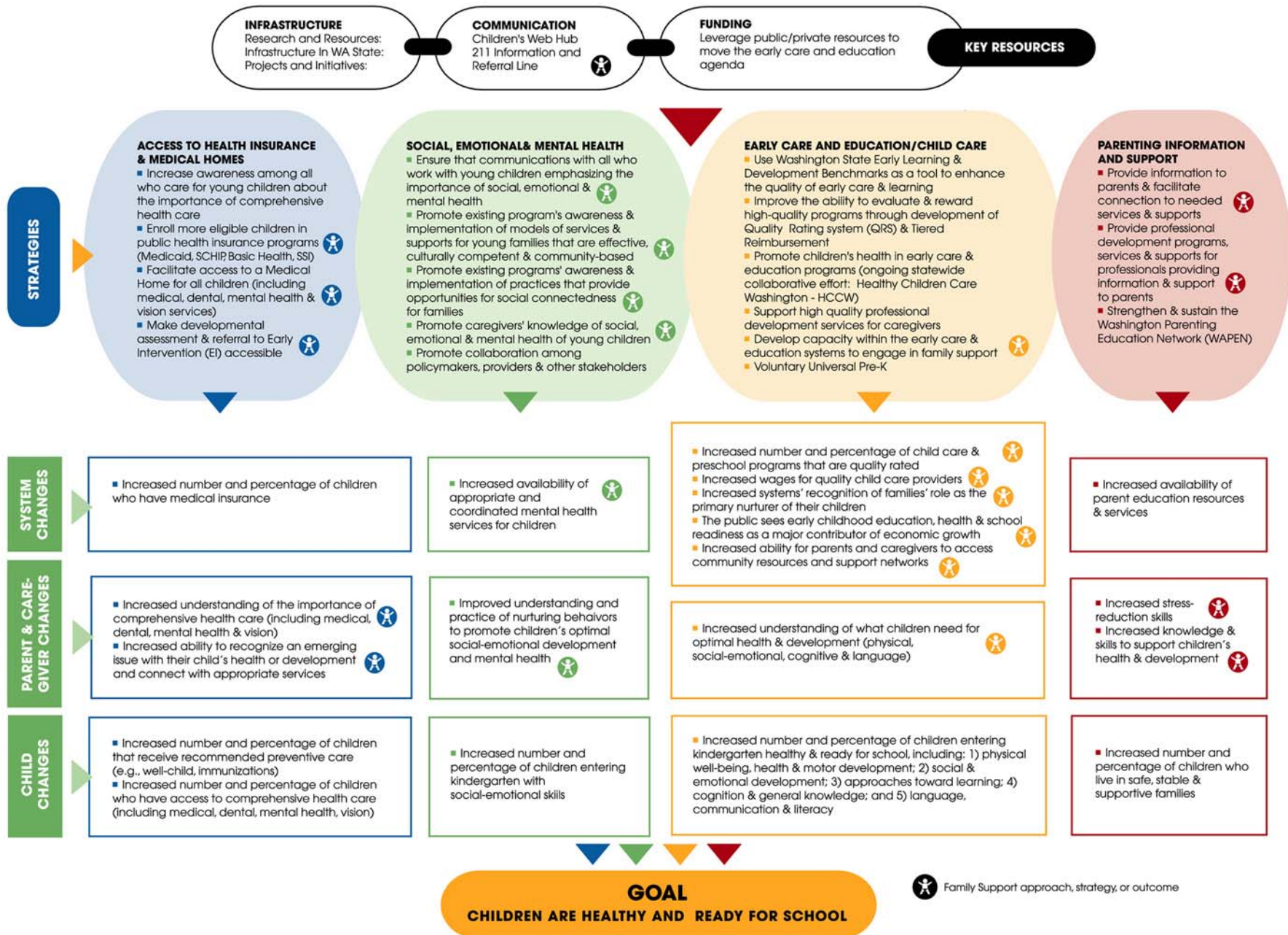
# Kids Matter: Broad Outcomes

## **PARENTING INFORMATION AND SUPPORT**



- Increased availability of parent education resources & services
- Increased knowledge & skills to support children's health & development
- Increased number and percentage of children who live in safe, stable & supportive families

# KIDS MATTER FRAMEWORK





# KIDS MATTER: IMPROVING OUTCOMES FOR CHILDREN IN WASHINGTON STATE

## EARLY CARE AND EDUCATION/ CHILD CARE



**GOAL**  
Children are healthy  
and ready for school

## OUTCOMES

### PARENT & CAREGIVER

- Increased understanding of what children need for optimal health and development (physical, social-emotional cognitive & language)

### SYSTEM

- Increased number & percentage of child care & preschool programs that are quality rated
- Increased wages for quality child care providers
- Increased systems' recognition of families' role as the primary nurturers of their children
- The public sees early childhood education, health & school readiness as a major contributor of economic growth
- Increased ability for parents & caregivers to access community resources & support networks

### ACCESSING RESOURCES

- Improved ability of families to obtain quality child care & preschool programs that meet families' needs
- Increased availability of community resources & support networks for families and caregivers

### CHILD CHANGES

- Increased number and percentage of children entering kindergarten healthy & ready for school, including: 1) physical wellbeing, health & motor development, 2) social & emotional development, 3) approaches toward learning, 4) cognition & general knowledge, & 5) language, communication & literacy

## STRATEGIES

- Use Washington State Early Learning and Development Benchmarks as a tool to enhance the quality of child care and early learning

- Improve the ability to evaluate and reward high-quality programs through development of Quality Rating System (QRS) and Tiered Reimbursement

- Promote children's health in early care and education programs (Ongoing statewide collaborative effort: Healthy Child Care Washington - HCCW)

- Support high quality professional development services and opportunities for caregivers

- Develop capacity within the early care and education systems to engage in family supporters

- Expand access to high quality pre-school experiences

- Develop, promote and implement policies that will advance Kids Matter strategies and outcomes

## RESOURCES

### SYSTEM BUILDING INITIATIVES

- ECCS Grant - Dept of Health
- BUILD Initiative
- Head Start - State Collaboration Office
- Ambassador of the Kids Matter Plan

### PARTICIPATING SYSTEMS

- State & Local Government Partners
- Coalitions & Associations
- Foundations and other private funders

### INFRASTRUCTURE

- Research and Resources:
- Governance in Washington State:
- Projects and Initiatives:

### COMMUNICATION

- Children's Web Hub
- 211 Information and Referral Line

### PARENT LEADERSHIP

- Parent leadership is an essential part of high quality services and systems. The goal is to promote this resource for system and/or specific strategies.

### GUIDING PRINCIPLES

- Be child-focused and family-centered
- Recognize that families are children's primary teachers
- Interact with consideration and respect
- Be flexible & responsive
- Build on strengths
- Provide high quality services
- Use evaluation to inform decisions

### FUNDING

- Leverage public/private resources to move Early Care and Education forward



Family Support approach, strategy, or outcome

How can the Kids  
Matter Framework  
be used?



# Born Learning and Kids Matter

## Kids Matter outcomes relevant to Born Learning:

- Increased understanding of what children need for optimal health & development (physical, social-emotional, cognitive & language)
- Increased availability of parent education resources & services
- Increased knowledge & skills to support children's health & development

# Born Learning and Kids Matter

Born Learning is using the Kids Matter Framework at their strategic planning retreat to develop specific outcomes and specific methods of engagement for Born Learning

# Early Learning Council and Kids Matter

How does the work of the Early Learning Council connect to the Kids Matter Framework?

# Early Learning Council and Kids Matter

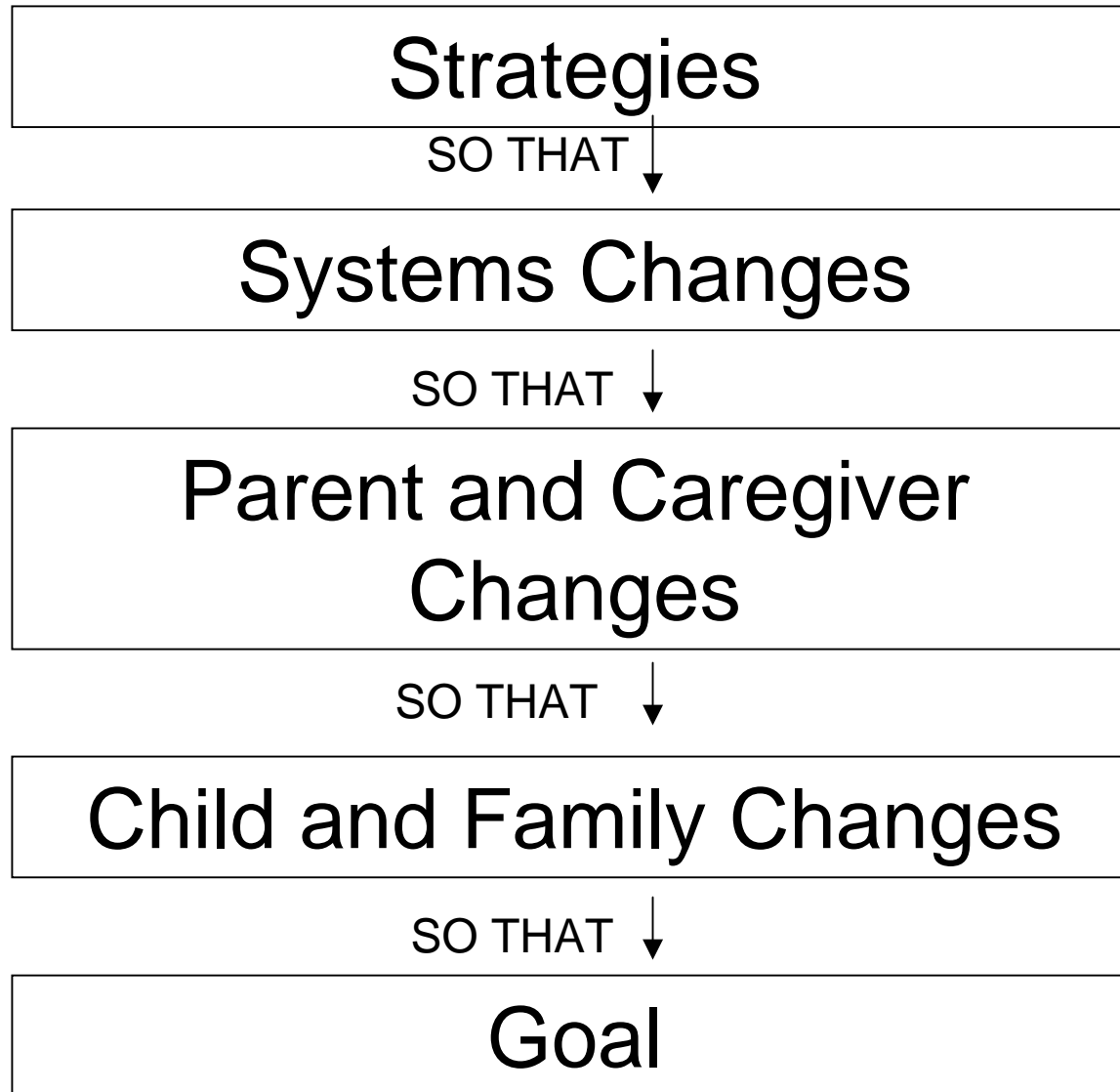
- Kids Matter was identified in the legislation as an existing effort to build upon
- Early Learning Council will be selecting outcomes and strategies with their work
- Kids Matter offers common goals and outcomes for coordinated efforts

# Accountability and Evaluation of Progress

## Three Levels:

1. Using the Kids Matter Framework
2. Systems Change
3. Child and Family Changes

# Accountability and Evaluation of Progress



# WHAT PEOPLE ARE SAYING:

“We used the Kids Matter framework to guide our local process to choose outcomes and strategies for our regional early childhood systems building efforts. Because we were also part of the Kids Matter planning process, we could both contribute to and benefit from the momentum around early childhood efforts in the State.”

– Margy Miller, Northwest Early Learning



# WHAT PEOPLE ARE SAYING:

“The Gates Foundation and Kids Matter efforts are supportive of one another and represent a convergence of thinking around outcomes for children in Washington State.”

– Greg Shaw, Director, Pacific NW Giving

# WHAT PEOPLE ARE SAYING:

“You all have provided a framework that each related organization can work within, thus multiplying the value and impact of the work, as well as easing the task of ensuring that it is synergistic (rather than unintentionally conflicting) with complementary efforts.”

– Chris Rogers, Partner, Social Venture Partners

# WHAT PEOPLE ARE SAYING:

“I am very impressed and excited to see this integrated systems-building effort. Kids Matter could be an important part of a blueprint for action for Washington’s children.”

—Joan Lombardi, The Children’s Project